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The Fifth Estate

Broadcasting ϟ Sep 24

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Vol. 107 No. 13

Broadcasting Sep 24

Radio takes center stage in Los Angeles
Harte-Hanks sells radio group for record price
Dead end for broadcast deregulation

RED HOT IN L.A. □ Radio industry's first joint convention draws over 5,000 and the praise of many in attendance. **PAGE 31.**

MAJOR DEAL □ Harte-Hanks sells nine-station radio group for record price. Gary Edens to get seven stations, Gannett two. **PAGE 32.**

CURTAIN CALL □ House Telecommunications Subcommittee holds hearing on broadcast deregulation bill, but parties fail to reach agreement on what would be acceptable to congressmen and NAB. **PAGE 33.**

NEW BLOOD □ Sharon Rockefeller voted out of CPB seat. **PAGE 35.**

LOSE ONE □ Appeals court rules in favor of ASCAP-BMI in music licensing suit brought by television broadcasters. **PAGE 36.**

GOVERNORS' WORK □ Intelsat board gives vote of confidence to Colino, postpones action on some controversial items until December meeting. **PAGE 37.**

RADIO SHOW □ Radio Convention and Programing Conference sessions run the gamut from sales to programing. On **PAGES 42-50**, a look at innovative sales techniques, selling older demographics, collecting on unpaid bills, selling hard-to-sell spots and gaining adequate station financing. RAB President Bill Stakelin outlines Chevrolet and K-Mart radio campaigns. **PAGE 52.** Reps view changing world. **PAGE 54.** AM stereo makers show their stuff. **PAGE 56.** Arbitron and Birch radio executives debate value of monthly ratings reports with broadcasters. **PAGE 58.** A look at broadcast dereg prospects and the course of Docket 80-90. **PAGES 61-64.** A review of station formats runs on **PAGES 73-75.**

BETA LIFT □ CBS places order for $11-million worth of Sony Betacam equipment. **PAGE 76.**

TELECHALLENGE □ ABC saves millions of dollars in telecommunications costs for summer Olympics as telephone competitors vie for their business. **PAGE 77.**

STAYING AFLOAT □ Union at UPI votes in favor of wage cutbacks that company says will help put it in the black. **PAGE 79.**

CAMERAS DENIED □ Judge refuses CNN request to televise CBS-Westmoreland trial. **PAGE 80.**

DEBATE AGREEMENT □ Reagan and Mondale camps come to agreement on three televised debates, two for presidential candidates and one for vice presidential candidates. **PAGE 81.**

NEW FROM PARAMOUNT □ Paramount and Post-Newsweek agree to produce new one-hour strip, *America Today*. **PAGE 86.**

SLOW GOING □ Olympics cut into third-quarter spot buying, broadcasters report. **PAGE 90.**

NEW NUMBERS □ Arbitron and Nielsen release new ADI numbers for 1984-85 season. **PAGE 92.**

MEETING CHALLENGES □ Norman Wain, president of Metroplex Communications, has specialized in turning underdeveloped radio properties into big money makers. **PAGE 119.**

INDEX TO DEPARTMENTS

Advertising and marketing...90	Closed Circuit.....7	For the Record.....98	Programing.....85
Business.....92	Datebook.....22	In Brief.....120	Riding Gain.....82
Business Briefly.....16	Editorials.....122	Journalism.....79	Stock Index.....91
Cablecastings.....10	Fates & Fortunes.....115	Law & Regulation.....88	Technology.....76
Changing Hands.....94	Fifth Estater.....119	Monday Memo.....28	

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INDEX TO ADVERTISERS A.F. Associates, Inc. 18 □ American Chiropractic Association 75 □ Americom Media Brokers, Inc. 98 □ Associated Press Broadcast Services 16 □ Sherlee Barish & Associates/Broadcast Personnel, Inc. 115 □ Blackburn & Co., Inc. 94 □ Blair Entertainment 3 □ Blair Television 45 □ BrightStar 85 □ CBS RadioRadio 23, 43, 53 □ Chapman Associates 97 □ Classified Ads 104-114 □ Columbia Pictures Television 8-9 □ Continental Bank 100 □ Continental Electronics 81 □ R.C. Crisler & Co. 99 □ Eastman Radio 29 □ Encore 6 □ The Entertainment Network, Inc. 17 □ Group W 62-63 □ Group W Productions Front Cover □ Heller-Oak Communications Finance Corp. 95 □ Kalil & Co., Inc. 101 □ Robert F. Kenned, Journalism Awards 24 □ Kingworld 55 □ Le Parc Hotel 116 □ Pam Lontos, Inc. 71 □ Lorimar 39, 40-41, 57 □ Lutheran Layman's League, International 27 □ MCA TV 6, 12-13, 14-15 □ Media General Broadcast Services, Inc. 68-69 □ Microdyne Corp. Fourth Cover □ Multimedia Entertainment 47 □ NBC Radio Talknet 30 □ Petry 51 □ Professional Cards 103 □ RKO Radio Networks 25 □ Robert W. Rounsaville & Associates 96 □ Seltel 65 □ Services Directory 102 □ SFM Media Corp. 59 □ Shane Media Services 82 □ SONY Broadcast 20-21, 48-49 □ Howard E. Stark 89 □ D.L. Taffner Syndication 11 □ The Tobacco Institute 73 □ TV Extra Second Cover □ TV Log 77 □ 21st Century Robotics 78 □ WGBH 66-67 □ WIS-TV Third Cover □ WNEV-TV 19 □ WRGT-TV 61 □ WW Entertainment 4 □ WWLP 45 □

sponsored by *Ohio State University School of Journalism*. Speakers include Fred Friendly, Columbia University Graduate School of Journalism; Nicholas Johnson, former FCC commissioner, and Everette Dennis, Gannett Center for Media Studies. Fawcett Center for Tomorrow, OSU campus, Columbus, Ohio.

Oct. 4-6—*National Religious Broadcasters* Eastern regional convention. Marriott, Dulles International Airport, suburban Washington.

Oct. 4-7—*American Women in Radio and Television* Southeast area conference. Crabtree Valley Marriott hotel, Raleigh, N.C.

Oct. 7-9—*Nebraska Broadcasters Association* 51st annual convention. Holiday Inn, Columbus, Neb.

Oct. 8-9—*National Religious Broadcasters* Southwestern chapter convention. Astro Village Complex, Houston.

Oct. 8-11—First International Music Video Festival of Saint-Tropez, sponsored by *French Television Channel, TF1*, and *R.S. Communication*, publisher of *Video Club*, French professional magazine. Hotel Byblos, Saint-Tropez, France. U.S. contact: John Nathan, (212) 223-0044.

Oct. 9—*Southern California Women in Cable* meeting. Speaker: Kathryn Creech, president, Council for Cable Information. Marina Marriott hotel, Marina del Rey, Calif.

Oct. 9—*Association of National Advertisers* annual promotion management workshop. Halloran House, New York.

Oct. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Atlanta.

Oct. 10—*New York TV Academy* luncheon. Speaker: James Mooney, president, National Cable Television Association. Copacabana, New York.

Oct. 10—*New York TV Academy* forum, "The Great TV Spokespeople." Omni Park Central hotel, New York.

Oct. 10-12—*National Religious Broadcasters* Midwestern chapter convention. Yahara Center, Madison, Wis.

Oct. 10-12—*Indiana Broadcasters Association* fall conference. Fort Wayne Marriott, Fort Wayne, Ind.

Oct. 10-14—*Women in Communications* 75th national professional conference, with presentation of Clarion Awards. Theme: "Striving for Excellence." Westin hotel, Seattle.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hilton at Walt Disney World, Orlando, Fla.

■ **Oct. 11-13**—*National Federation of Local Cable Programers* fall regional conference for Midatlantic. Abraham Lincoln Inn, Reading, Pa.

Oct. 11-14—*National Black Media Coalition's* 11th annual conference. Theme: "Beyond '84: New Roles, New Goals." Shoreham hotel, Washington.

Oct. 11-14—*Missouri Broadcasters Association* fall meeting. Marriott's Pavillion hotel, St. Louis.

Oct. 11-14—*American Women in Radio and Television* Western area conference. Pacific Plaza, San Francisco.

Oct. 12-14—*Massachusetts Association of Broadcasters* annual convention. Jug End Resort and Conference Center, South Egremont, Mass.

Oct. 12-14—*Illinois News Broadcasters Association* fall convention. Collinsville Hilton, Collinsville, Ill.

Oct. 12-14—*Foundation for American Communications* conference for journalists, "Economics and the News," co-sponsored with *Gates Foundation*. Keystone, Colo.

■ **Oct. 12-14**—*National Federation of Local Cable Programers* fall regional conference for Midwest. Hilton Inn, Minneapolis.

Oct. 13—*Unda-USA* Gabriel Awards banquet. Copley Plaza hotel, Boston.

Oct. 13—*Radio-Television News Directors Association* region 10 meeting with *Memphis State University*. Memphis.

Oct. 13-17—10th annual Vidcom International, home video marketplace, sponsored by *Perod Associates/ MIDEM Organization*. Palais des Festivals, Cannes, France.

Oct. 14-16—*Pennsylvania Association of Broadcasters* annual fall convention. Hershey Motor Lodge and convention center, Hershey, Pa.

Oct. 14-16—*North Carolina Association of Broadcasters* fall convention. Marriott, Charlotte, N.C.

Oct. 15—*Direct Broadcast Satellite Association* annual meeting. Vista International, Washington. Information: (202) 822-4105.

Oct. 15—Deadline for entries in *National Black Programing Consortium's* fourth annual video/film competition, "Prized Pieces '84," honoring "finest in black-oriented programing." Information: NBPC, 1266 East Broad Street, 1-E, Columbus, Ohio, 43205.

Oct. 15-18—*Southern Educational Communications Association* conference and "SECA Center for Instructional Communications Postsecondary Screening." Adam's Mark hotel, Houston.

Oct. 16—*Association of National Advertisers* annual new product marketing workshop. Hotel Roosevelt, New York.

Oct. 16—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton North Shore, Chicago.

Oct. 16-18—*Mid-America Cable TV* convention. Hilton Plaza hotel, Kansas City, Mo. Information: (913) 841-9241.

Oct. 17—*New York TV Academy* luncheon. Speaker: Neal Pilson, executive vice president, CBS/Broadcast Group. Copacabana, New York.

Oct. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Ramada Inn, Detroit.

Oct. 17-20—*American Association of Advertising Agencies* 47th annual Western region convention. Hotel del Coronado, San Diego.

Oct. 17-21—"Music Personnel Conference," sponsored by *Association of Music Personnel in Public Radio*. Rochester Plaza hotel, Rochester, N.Y. information: David Paisley, KSOZ(FM) Point Lookout, Mo., (417) 334-6411, or Marianne Carberry, WXXI-FM Rochester, N.Y. (716) 325-7500.

Oct. 18—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport hotel, Dayton, Ohio.

Oct. 18-19—*Society of Broadcast Engineers, Pittsburgh chapter*, 11th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 18-19—*Broadcast Financial Management/ Broadcast Credit Association* board of directors meeting. Waldorf-Astoria, New York.

Errata

Aug. 13 "Business Briefly" item for **Northwest Orient Airlines** incorrectly listed Bozell & Jacobs, Minneapolis, as advertising agency. **Grey Advertising, Minneapolis, handles account.**

□

"Closed Circuit" in Sept. 17 issue incorrectly said FCC Commissioner **Henry Rivera** dissented from commission's **decision to permit Metromedia Inc. to keep KLRD(AM) Dallas** after purchasing co-located KLRD-TV. Rivera was absent when item came up for vote, so **did not vote on item.**

□

Price for sale of **Kentuckiana Cablevision Inc.,** et al, **to Midwest Cable Inc. was $3 million,** not $9 million, as incorrectly reported in "Changing Hands," Sept. 17.

□

Format for **WHAM(AM) Rochester, N.Y., is MOR/talk,** not contemporary hit radio, as listed in Top 500 radio station chart in Sept. 17 issue.

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Founder and Editor
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The Fifth Estate

Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

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Editorial
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Corporate Relations
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Bureaus
New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Stephen McClellan, *associate editor.*
Vincent M. Ditingo, *senior editor: radio.*
John Lippman, *assistant editor.*
Geoff Foisie, *staff writer.*
Marie Leonard, June Chauhan *advertising assistants.*

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, *correspondent.*
Tim Thometz, *Western sales manager.*
Sandra Klausner, *editorial-advertising assistant.*

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TELEVISION. Cablecasting.

threatens to destroy an American port city with a nuclear device (they succeed). The following summer ABC broadcast *The Day After*, a made-for-TV movie that went into graphic detail about the aftermath of a nuclear attack on the U.S. Life and death after a nuclear war was also the subject of a theatrical release last year titled "Holocaust." But what makes *Countdown* different is that none of the others featured real-life figures portraying themselves.

The movie's title is taken from the President's airborne command center, codenamed "Looking Glass," which the President will use to communicate with U.S. military forces around the world during a nuclear crisis.

"We wanted to give the piece a very strong sense of reality and credibility," said Bridget Potter, senior vice president of original programing for HBO, in explaining why the pay cable network and movie's producers decided to forego professional actors to play certain parts. "We could have made up a story without using experts," she continued, "but it seemed to us the whole point of this thing is to explain how this could happen, and what the likely response of people would be."

The drama is based on a "geopolitical scenario" created by Lincoln Bloomfield, a professor of political science at MIT and former member of the State Department and National Security Council. Bloomfield also plays himself in the movie. In addition, *Countdown* includes several professional actors and actresses, including Scott Glenn, who portrays CVN's Middle Eastern correspondent, and Helen Shaver, who plays the network's White House correspondent. Sevareid is referred to as CVN's "senior correspondent," an avuncular David Brinkley-type commentator based in Washington. Dickerson plays a State Department reporter. Patrick Watson, a Canadian actor and television personality who has hosted a public affairs series on PBS, plays TVN's network news anchor.

The real-life political and military experts come into play when Watson, in Ted Koppel fashion with his back to the camera and facing a monitor, solicits opinion and analysis from McCarthy et al on the worsening political situation. According to Potter, the experts did not read from prepared scripts but simply gave what would be their natural reply had they been asked the questions by a real journalist. The experts, however, were prepared as to what the storyline was and told roughly the direction of questioning, said Potter. The movie shifts back and forth between what the television viewer would see on the screen—Watson reporting the news and interviewing the experts, network file footage on Middle East fighting, correspondents out in the field—to off-camera scenes involving the news operation.

Potter said that the experts were chosen to reflect a variety of political opinion. "It doesn't take a political stand," she said. The producers approached each of the former Presidents, she said, about the possibility of appearing in the film, but all declined. So did Henry Kissinger. Also off limits—although Potter thinks cooperation would have been unlikely—were the White House and members of Congress up for reelection. "We didn't want to get into an equal time thing or allow them to campaign on the air," she explained. □

Paramount to produce new daytime strip

'America Today' will be joint arrangement with Post-Newsweek

Paramount Television Domestic Distribution and the Post-Newsweek Stations have reached a new joint production agreement for a first-run syndicated series, *America Today* ("In Brief," Sept. 10), to premiere in the fall of 1985. The one-hour series, featuring former *Real People* regular Sarah Purcell and a male co-host to be announced, will be

ABC regains top spot in weekly ratings

ABC sailed back to victory last week in the prime time Nielsen ratings after being upset by CBS the week before. It represented the seventh time in the past eight weeks that ABC has been on top. In a week filled with mostly repeats but occasionally featuring a series premiere, ABC won every weekday night and came in third only on Sunday, when it was up against premieres of new shows on the other two networks.

For the week ended Sept. 16, ABC averaged a 14.1 rating and a 24 share, compared to a 13.7/24 for CBS and a 12.6/22 for NBC. Despite its weekly prime time win, ABC had only two of the top 10 shows. The highest-rated show of the week was CBS's special one-hour premiere of ***E.R.***, starring Elliot Gould, which premiered outside its normally scheduled period. ***E.R.*** earned a 23/36. The second-highest rated show of the week was the two-hour pilot premiere of ***Miami Vice*** on Sunday between 9 and 11 p.m. in the period normally reserved for the ***NBC Sunday Night Movie***. It scored a 22.8/37.

The best nightly numbers by any network during the week were 20.9/34 for CBS on Sunday night. The ***Miss America Pageant***, on NBC on Saturday night, was the third-ranked show of the week, averaging a 22.1/39 and tying with ***60 Minutes***. The pageant helped deliver NBC its only nightly win of the week.

ABC's two-hour premiere of ***Glitter*** on Thursday at 8 p.m. recorded a 15.9/27, ranking 11th for the week. NBC's new back-to-back Sunday 7 p.m. comedy block pulled an average 20 share for the premiere of the second season of ***Silver Spoons*** and the debut of ***Punky Brewster***. ***Punky Brewster*** ranked number 37 for the week, while ***Silver Spoons*** clocked in at 51.

Although ***Monday Night Football*** was the 10th-ranked show of the week, averaging a 16.8/31, that number was down significantly from its premiere the week before, when it scored an 18.9/37 and was the second-ranked show of the week. The only other prime time sports event of the week, an ***NFL Football Special*** on ABC on Sunday night, averaged a 9.5/18 and was the 52d-ranked show of the week.

In the early evening news race, CBS was ahead for the week, averaging an 11.7/24, compared to a 9.7/20 for ABC and a 9.2/19 for NBC.

Rank	Show	Network	Rating/Share
1.	E/R	CBS	23.0/36
2.	Miami Vice	NBC	22.8/37
3.	Miss America Pageant	NBC	22.1/43
4.	60 Minutes	CBS	22.1/39
5.	Some Kind of Hero	CBS	19.6/33
6.	Cagney & Lacey	CBS	19.4/33
7.	Hawaiian Heat	ABC	19.1/34
8.	Newhart	CBS	19.0/29
9.	Kate & Allie	CBS	18.9/29
10.	NFL Football, Wash. vs. S.F.	ABC	16.8/31
11.	NFL Football	CBS	16.6/34
12.	Glitter	ABC	15.9/27
13.	Webster	ABC	15.5/28
14.	Dynasty	ABC	15.0/25
15.	Simon & Simon	CBS	14.3/25
16.	20/20	ABC	14.8/27
17.	Having It All	ABC	14.8/25
18.	Barbara Walters Special	ABC	14.6/25
19.	Benson	ABC	14.5/27
20.	Hotel	ABC	14.5/26
21.	Fall Guy	ABC	14.2/25
22.	Something So Right	CBS	14.0/24
23.	A Team	NBC	14.0/24
24.	Gimme a Break (Thurs.)	NBC	13.9/25
25.	Hill Street Blues	NBC	13.5/25
26.	Family Ties	NBC	13.4/23
27.	TV Bloopers & Prac. Jokes	NBC	13.4/22
28.	Love Boat	ABC	13.0/23
29.	Scarecrow & Mrs. King	CBS	13.0/22
30.	Mike Hammer	CBS	12.8/24
31.	Cheers	NBC	12.8/21
32.	Magnum, P.I.	CBS	12.7/22
33.	Love Boat Preview	ABC	12.6/24
34.	Knight Rider	NBC	12.6/21
35.	Night Court	NBC	12.4/21
36.	Mama's Family	NBC	12.1/21
37.	Gimme a Break (Sat.)	NBC	11.6/22
38.	Punky Brewster	NBC	11.6/21
39.	Diff'rent Strokes	NBC	11.4/22
40.	Hardcastle & McCormick	ABC	11.3/19
41.	High School U.S.A.	NBC	11.2/20
42.	Bosom Buddies	NBC	11.0/20
43.	Secret World-Very Young	CBS	10.9/19
44.	Special People	CBS	10.7/18
45.	Three's Company	ABC	10.6/18
46.	Threesome	CBS	10.3/18
47.	Marco Polo, part 3	NBC	10.1/18
48.	Marco Polo, part 2	NBC	10.1/16
49.	Marco Polo, part 4	NBC	9.9/17
50.	Quarterback Princess	CBS	9.8/18
51.	Silver Spoons	NBC	9.6/19
52.	NFL Football, Den. vs. Cle.	ABC	9.5/18
53.	Bugs Bunny Special	CBS	8.6/15
54.	Airwolf	CBS	8.3/16
55.	Sat. Morn. Preview	CBS	7.6/14
56.	AfterMASH	CBS	7.4/13
57.	Ripley's Believe It or Not	ABC	6.0/12
58.	Cracker Brothers	NBC	5.5/10

*indicates premiere episode

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Ratings services make market changes

Both Arbitron and Nielsen move cities in their annual rankings of the nation's television markets

Arbitron Ratings and A.C. Nielsen have issued their new market rankings for the 1984-85 season, and they disagree over four of the top 11 markets. Although it is rare for the two rating services to agree on the rankings of the top 10 markets, this year each service names a different city as the eighth, ninth, 10th and 11th ranked markets. Last year, Arbitron and Nielsen disagreed in ranking the ninth, 10th and 11th markets.

Arbitron added three new ADI's to its 1984-85 market rankings for a total of 211 (BROADCASTING, Sept. 17) and raised its estimate of U.S. television households 1% to 85,061,100. Nielsen maintained the same number of DMA's as it had last year (205) and boosted its household estimate to 85,330,140.

Arbitron's new ADI's are Hagerstown, Md. (195); Flagstaff, Ariz. (205), and Sarasota, Fla. (158). The Helena, Mont., ADI has become part of the Missoula-Butte market. Within the top 10 markets, Dallas-Fort Worth moves up from ninth place to eight, while Washington drops back from eighth to ninth. Within the top 25, Minneapolis-St. Paul rose from 14 to 13; Atlanta, from 16 to 15; St. Louis, from 18 to 17; and Phoenix, from 25 to 23.

Arbitron markets that fell were Miami, from 13 to 14; Seattle, from 15 to 16; Tampa-St. Petersburg, from 17 to 18; Indianapolis, from 24 to 25; and Portland, Ore., from 23 to 24. Entering the top 50 was Wilkes Barre-Scranton, Pa., which moved up from 52 to 50, while Greensboro-Winston Salem-High Point, N.C., slipped from 50 to 51.

In Nielsen, there were no changes within the top 10 markets, but three within the top 20. Minneapolis-St. Paul rose to 14th place from 15th, with Atlanta moving up to 15th from 16th. However, Seattle-Tacoma slipped two notches from 14th place to 16th. Within markets 21 through 30, Baltimore rose from 22d to 21st, replacing Indianapolis, which fell to 22. Phoenix moved up from 25th to 24th, switching positions with Portland, Ore. Kansas City climbed two rungs, from 30th to 28th, forcing Nashville-Bowling Green from 28th to 29th, and Milwaukee from 29th to 30th. Sixteen of the markets 31 and under also changed position and rank on the chart.

The two services' 1984-85 market rankings follow:

Nielsen

this year	market	households
1	New York	6,578,120
2	Los Angeles	4,432,460
3	Chicago	3,007,490
4	Philadelphia	2,470,050
5	San Francisco	2,067,890
6	Boston	1,932,540
7	Detroit	1,635,660
8	Washington	1,518,380
9	Dallas-Fort Worth	1,510,770
10	Cleveland	1,426,260
11	Houston	1,409,530
12	Pittsburgh	1,217,200
13	Miami	1,145,150
14	Minneapolis-St. Paul	1,139,120
15	Atlanta	1,136,840
16	Seattle-Tacoma, Wash.	1,131,420
17	Tampa-St. Petersburg, Fla.	1,112,160
18	St. Louis	1,049,020
19	Denver	960,790
20	Sacramento-Stockton, Calif.	903,490
21	Baltimore	856,630
22	Indianapolis	839,270
23	Hartford-New Haven, Conn.	837,990
24	Phoenix	806,350
25	Portland, Ore.	799,670
26	San Diego	751,630
27	Cincinnati	713,890
28	Kansas City	705,550
29	Nashville-Bowling Green, Ky.	691,310
30	Milwaukee	687,240
31	Orlando-Daytona Beach-Melbourne, Fla.	664,860
32	New Orleans	633,700
33	Charlotte, N.C.	631,360
34	Buffalo, N.Y.	617,120
35	Greenville-Spartanburg, S.C.-Asheville, N.C.	606,710
36	Columbus, Ohio	599,400
37	Oklahoma City	595,480
38	Birmingham-Anniston, Ala.	578,460
39	Raleigh-Durham, N.C.	570,670
40	Salt Lake City	569,890
41	Grand Rapids-Kalamazoo, Mich.	562,400
42	Memphis	548,000
43	Louisville, Ky.	539,700
44	Providence, R.I.-New Bedford, Mass.	530,040
45	San Antonio, Tex.	515,140
46	Harrisburg-York-Lancaster-Lebanon, Pa.	513,910
47	Norfolk-Portsmouth-Newport News-Hampton, Va.	499,160
48	Charleston-Huntington, W. Va.	498,500
49	Wilkes Barre-Scranton, Pa.	497,740
50	Dayton, Ohio	493,410
51	Albany-Schenectady-Troy, N.Y.	480,190
52	Greensboro-Winston Salem-High Point, N.C.	471,930
53	Tulsa, Okla.	459,490
54	Shreveport, La.-Texarkana	455,430
55	Syracuse-Elmira, N.Y.	442,580
56	Richmond, Va.	438,860
57	Flint-Saginaw-Bay City, Mich.	437,080
58	Little Rock-Pine Bluff, Ark.	433,230
59	Wichita-Hutchinson, Kan.	420,560
60	Toledo, Ohio	410,300
61	Mobile, Ala.-Pensacola, Fla.	400,370
62	Knoxville, Tenn.	399,420
63	Albuquerque-Farmington, N.M.	396,970
64	Fresno, Calif.	393,280
65	West Palm Beach, Fla.	391,960
66	Jacksonville, Fla.	384,400
67	Green Bay, Wis.	359,210
68	Des Moines, Iowa	351,860
69	Roanoke-Lynchburg, Va.	350,630
70	Rochester, N.Y.	347,590
71	Omaha	343,870
72	Champaign-Springfield-Decatur, Ill.	337,880
73	Spokane, Wash.	337,480
74	Portland-Poland Spring, Me.	333,280
75	Davenport, Iowa-Rock Island-Moline, Ill.	330,300
76	Honolulu	323,720
77	Cedar Rapids-Waterloo-Dubuque, Iowa	323,380
78	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	323,270
79	Lexington, Ky.	289,320
80	Austin, Tex.	288,530
81	Johnstown-Altoona, Pa.	285,100
82	Chattanooga, Tenn.	282,730
83	Jackson, Miss.	274,700
84	South Bend-Elkhart, Ind.	274,490
85	Bristol, Va.-Kingsport-Johnson City, Tenn.	274,490
86	Springfield, Mo.	273,910
87	Tucson, Ariz.	273,560
88	Baton Rouge, La.	256,730
89	Lincoln-Hastings-Kearney, Neb.	254,580
90	Evansville, Ind.	251,610
91	Huntsville-Decatur-Florence, Ala.	250,020
92	Columbia, S.C.	247,150
93	Youngstown, Ohio	237,060
94	Springfield, Mass.	232,570
95	Burlington-Plattsburgh, Vt.	231,200
96	Greenville-New Bern-Washington, N.C.	229,900
97	Fort Wayne, Ind.	229,870
98	Waco-Temple, Tex.	228,480
99	Sioux Falls, S.D.	224,810
100	Las Vegas	218,480
101	Peoria, Ill.	217,430
102	Fargo-Valley City, N.D.	210,590
103	Lansing, Mich.	209,960
103	Colorado Springs-Pueblo, Colo.	209,870
105	Augusta, Me.	208,220
106	Madison, Wis.	205,710
107	El Paso, Tex.	205,190
108	Charleston, S.C.	196,230
109	Monterey-Salinas, Calif.	195,480
110	Lafayette, La.	195,190
111	Rockford, Ill.	191,150
112	Fort Myers-Naples, Fla.	189,590
113	Savannah, Ga.	188,190
114	Montgomery, Ala.	187,090
115	Monroe, La.-El Dorado, Ark.	185,890
116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	185,020
117	Binghamton, N.Y.	181,630
118	Wheeling, W. Va.-Steubenville, Pa.	180,430
119	Columbus, Ga.	180,150
120	Amarillo, Tex.	178,990
121	Beaumont-Port Arthur, Tex.	176,280
122	Terre Haute, Ind.	174,850
123	Joplin, Mo.-Pittsburg, Kan.	173,230

this year	last year	market	households
124		Yakima, Wash.	172,710
125		Duluth, Minn.-Superior, Wis.	172,440
126		Harlingen-Weslaco-Brownsville, Tex.	170,300
127		Wilmington, N.C.	168,250
128		Corpus Christi, Tex.	167,300
129		Eugene, Ore.	161,530
130		Reno	161,050
131		Wichita Falls, Tex.-Lawton, Okla.	159,000
132		Wausau-Rhinelander, Wis.	157,630
133		Tallahassee, Fla.	156,470
134		La Crosse-Eau Claire, Wis.	151,880
135		Erie, Pa.	151,650
136		Boise, Idaho	151,040
137		Lubbock, Tex.	150,940
138		Traverse City-Cadillac, Mich.	150,470
139		Macon, Ga.	150,440
140		Sioux City, Iowa	148,880
141		Chico-Redding, Calif.	147,900
142		Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,320
143		Columbus-Tupelo, Miss.	143,830
144		Minot-Bismarck, N.D.	143,710
145		Columbia-Jefferson City, Mo.	141,730
146		Bluefield-Beckley-Oak Hill, W. Va.	138,660
147		Bakersfield, Calif.	138,540
148		Odessa-Midland, Tex.	136,220
149		Topeka, Kan.	134,520
150		Fort Smith, Ark.	132,010
151		Quincy, Ill.-Hannibal, Mo.	124,150
152		Bangor, Me.	123,190
153		Albany, Ga.	117,430
154		Abilene-Sweetwater, Tex.	115,370
155		Medford-Klamath Falls, Ore.	112,950
156		Florence, S.C.	106,400
157		Tyler, Tex.	100,730
158		Anchorage	99,800
159		Dothan, Ala.	99,040
160		Utica, N.Y.	97,490
161		Rapid City, S.D.	93,900
162		Idaho Falls-Pocatello, Idaho	93,190
163		Alexandria, La.	86,230
164		Laurel-Hattiesburg, Miss.	84,920
165		Billings, Mont.	82,580
166		Salisbury, Md.	81,450
167		Clarksburg-Weston, W. Va.	79,350
168		Lake Charles, La.	77,160
169		Greenwood-Greenville, Miss.	76,350
170		Gainesville, Fla.	74,140
171		Ada-Ardmore, Okla.	71,640
172		Meridian, Miss.	70,910
173		Missoula, Mont.	70,570
174		Butte-Helena, Mont.	65,600
175		Jonesboro, Ark.	65,410
176		Panama City, Fla.	65,000
177		Great Falls, Mont.	66,910
178		Watertown, N.Y.	64,570
179		Yuma, Ariz.-El Centro, Calif.	64,130
180		Biloxi-Gulfport, Miss.	62,960
181		Parkersburg, W. Va.	61,250
182		St. Joseph, Mo.	59,040
183		Cheyenne, Wyo.	59,020
184		Eureka, Calif.	56,880
185		Grand Junction, Colo.	56,240
186		Roswell, N.M.	56,100
187		Casper-Riverton, Wyo.	56,060
188		Mankato, Minn.	50,940
189		Marquette, Wis.	48,780
190		Alexandria, Minn.	48,570
191		Ottumwa-Kirksville, Iowa	44,050
192		Jackson, Tenn.	43,270
193		Lima, Ohio	40,720
194		San Angelo, Tex.	38,050
195		Harrisonburg, Va.	36,280
196		Laredo, Tex.	32,270
197		Zanesville, Ohio	31,120
198		Presque Isle, Me.	29,210
199		Victoria, Tex.	26,370
200		Twin Falls, Idaho	25,850
201		Bend, Ore.	25,290
202		Fairbanks, Alaska	23,580
203		North Platte, Neb.	15,950
204		Alpena, Mich.	15,140
205		Glendive, Mont.	5,190

Arbitron

this year	last year	market	households
1	1	New York	6,565,700
2	2	Los Angeles	4,365,800
3	3	Chicago	3,015,600
4	4	Philadelphia	2,528,600
5	5	San Francisco	2,054,300
6	6	Boston	1,943,300
7	7	Detroit	1,650,800
8	9	Dallas-Fort Worth	1,506,600
9	8	Washington	1,490,000
10	10	Houston	1,436,800
11	11	Cleveland	1,395,100
12	12	Pittsburgh	1,229,000
13	14	Minneapolis-St. Paul	1,155,900
14	13	Miami	1,154,600
15	16	Atlanta	1,135,900
16	15	Seattle-Tacoma	1,133,700
17	18	St. Louis	1,041,000
18	17	Tampa-St. Petersburg	1,013,000
19	19	Denver	977,600
20	20	Sacramento-Stockton, Calif.	903,700
21	21	Baltimore	862,400
22	22	Hartford-New Haven, Conn.	799,000
23	25	Phoenix	795,300
24	23	Portland, Ore.	784,400
25	24	Indianapolis	782,900
26	26	San Diego	750,000
27	28	Cincinnati	716,400
28	27	Kansas City	698,600
29	29	Milwaukee	686,300
30	30	Orlando-Daytona Beach-Melbourne, Fla.	668,500
31	31	Nashville	644,500
32	32	Charlotte, N.C.	644,100
33	34	New Orleans	639,200
34	35	Columbus, Ohio	628,700
35	33	Buffalo	615,600
36	40	Oklahoma City	604,300
37	36	Greenville-Spartanburg, S.C.-Asheville, N.C.	594,600
38	37	Raleigh-Durham, N.C.	590,200
39	41	Providence, R.I.-New Bedford, Mass.	561,600
40	38	Grand Rapids-Kalamazoo-Battle Creek, Mich.	560,900
41	38	Memphis	554,400
42	42	Salt Lake City	554,100
43	43	Charleston-Huntington, W. Va.	529,200
44	45	San Antonio, Tex.	528,400
45	44	Louisville, Ky.	515,200
46	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	502,900
47	48	Birmingham, Ala.	498,200
48	46	Harrisburg-York-Lancaster-Lebanon, Pa.	496,900
49	49	Dayton, Ohio	479,800
50	52	Wilkes Barre-Scranton, Pa.	479,500
51	50	Greensboro-Winston Salem-High Point, N.C.	478,600
52	51	Albany-Schenectady-Troy, N.Y.	477,100
53	54	Shreveport, La.-Texarkana, Tex.	461,600
54	55	Tulsa, Okla.	459,200
55	57	Richmond, Va.	442,200
56	53	Little Rock, Ark.	432,200
57	58	Wichita-Hutchinson, Kan.	421,800
58	56	Flint-Saginaw-Bay City, Mich.	421,200
59	59	Knoxville, Tenn.	415,300
60	60	Toledo, Ohio	409,300
61	61	Mobile, Ala.-Pensacola, Fla.	408,300
62	63	West Palm Beach, Fla.	394,900
63	64	Jacksonville, Fla.	390,200
64	62	Albuquerque, N.M.	390,100
65	65	Fresno-Visalia, Calif.	382,500
66	67	Des Moines, Iowa	368,000
67	66	Syracuse, N.Y.	364,600
68	69	Green Bay, Wis.	353,100
69	68	Roanoke-Lynchburg, Va.	348,300
70	73	Springfield-Decatur-Champaign, Ill.	348,100
71	70	Rochester, N.Y.	346,000
72	71	Omaha	345,500
73	72	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	338,400
74	75	Davenport, Iowa-Rock Island-Moline, Ill.	337,600
75	74	Spokane, Wash.	326,700
76	77	Lexington, Ky.	317,200
77	76	Cedar Rapids-Waterloo-Dubuque, Iowa	316,600
78	78	Portland-Poland Spring, Me.	316,500
79	80	Johnstown-Altoona, Pa.	301,300
80	79	Chattanooga, Tenn.	293,000
81	82	Austin, Tex.	289,500
82	86	Springfield, Mo.	278,800
83	85	Tucson, Ariz.	274,500
84	84	Jackson, Miss.	274,400
85	81	South Bend-Elkhart, Ind.	273,700
86	87	Bristol, Va.-Kingsport-Johnson City, Tenn.	271,600
87	88	Evansville, Ind.	261,200
88	90	Columbia, S.C.	259,600
89	91	Baton Rouge, La.	257,200
90	89	Lincoln-Hastings-Kearney, Neb.	255,200
91	92	Huntsville-Decatur-Florence, Ala.	251,100
92	83	Youngstown, Pa.	236,600
93	94	Sioux Falls-Mitchell, S.D.	232,300
94	96	Springfield, Mass.	231,400
95	97	Waco-Temple, Tex.	230,900
96	95	Fort Wayne, Ind.	229,200
97	103	El Paso, Tex.	222,000
98	100	Peoria, Ill.	216,700
99	98	Greenville-New Bern-Washington, N.C.	216,100
99	102	Las Vegas	216,100
101	93	Burlington, Vt.-Plattsburgh, N.Y.	215,000
102	101	Fargo, N.D.	211,400
103	98	Lansing, Mich.	209,900
104	103	Augusta, Me.	206,500
105	105	Colorado Springs-Pueblo, Colo.	205,400
106	111	Charleston, S.C.	197,100
107	106	Madison, Wis.	196,800
108	107	Savannah, Ga.	196,500
109	109	Lafayette, La.	195,600
110	108	Salinas-Monterey, Calif.	194,600
111	109	Rockford, Ill.	190,600
112	112	Fort Myers-Naples, Fla.	189,600
113	114	Monroe, La.-El Dorado, Ark.	186,600
114	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	183,000
115	113	Columbus, Ga.	180,300
116	115	Amarillo, Tex.	177,800
117	120	McAllen-Brownsville, Tex.	175,100
118	118	Joplin, Mo.-Pittsburg, Kan.	174,100
119	117	Duluth, Minn.-Superior, Wis.	173,100
120	119	Montgomery, Ala.	172,300
121	120	Beaumont-Port Arthur, Tex.	170,300
122	122	Yakima, Wash.	168,000
123	124	Reno	165,800
123	123	Wheeling, W. Va.-Steubenville, Pa.	165,800
125	125	Corpus Christi, Tex.	165,700
126	130	Wichita Falls, Tex.-Lawton, Okla.	163,600
127	126	Terre Haute, Ind.	161,700
128	126	Eugene, Ore.	159,400
128	131	Lubbock, Tex.	159,400
130	129	La Crosse-Eau Claire, Wis.	159,000
131	132	Wausau-Rhinelander, Wis.	156,500
132	128	Tallahassee-Thomasville, Fla.	155,600
133	134	Binghamton, N.Y.	153,000
134	137	Boise, Idaho	152,400
135	146	Erie, Pa.	150,800
136	145	Topeka, Kan.	150,400
137	136	Columbus-Tupelo, Miss.	150,100

this year-last year-market	households
138 133 Traverse City-Cadillac, Mich.	148,900
139 135 Sioux City, Iowa	148,800
140 138 Chico-Redding, Calif.	147,000
141 139 Rochester, Minn.-Mason City, Iowa-Austin, Minn.	144,200
142 140 Macon, Ga.	142,100
143 143 Bluefield-Beckley-Oak Hill, W.Va.	141,600
144 142 Minot-Bismarck-Dickinson, N.D.	140,800
145 141 Columbia-Jefferson City, Mo.	138,300
146 144 Odessa-Midland, Tex.	137,700
147 148 Fort Smith, Ark.	137,300
148 149 Florence, S.C.	136,200
149 153 Missoula-Butte, Mont.	135,600
150 147 Bakersfield, Calif.	132,700
151 150 Wilmington, N.C.	126,600
152 150 Albany, Ga.	125,800
153 152 Quincy, Ill.-Hannibal, Mo.	124,000
154 156 Bangor, Me.	122,000
155 154 Medford, Ore.	114,500
156 155 Abilene-Sweetwater, Tex.	112,700
157 157 Idaho Falls-Pocatello, Idaho	107,900
158 — Sarasota, Fla.	106,700
159 158 Utica, N.Y.	102,200
160 159 Tyler, Tex.	101,600
161 160 Dothan, Ala.	99,700
162 161 Rapid City, S.D.	95,000
163 163 Alexandria, La.	89,100
164 169 Billings-Hardin, Mont.	87,500
165 162 Clarksburg-Weston, W.Va.	85,100
166 165 Elmira, N.Y.	84,300
167 166 Salisbury, Md.	82,100
168 164 Laurel-Hattiesburg, Miss.	80,200
169 171 Meridian, Miss.	78,300
170 174 Greenwood-Greenville, Miss.	78,000
171 168 Lake Charles, La.	77,300
172 167 Watertown-Carthage, N.Y.	77,000
173 172 Ardmore-Ada, Okla.	76,100
174 170 Gainesville, Fla.	75,800
175 173 Jonesboro, Ark.	66,100
176 175 Panama City, Fla.	65,500
177 176 Great Falls, Mont.	64,400
178 179 Biloxi-Gulfport-Pascagoula, Miss.	60,900
179 177 El Centro, Calif.-Yuma, Ariz.	58,200
180 178 Alexandria, Minn.	56,800
180 180 Casper-Riverton, Wyo.	56,800
182 181 Eureka, Calif.	56,700
183 182 Roswell, N.M.	55,900
184 185 Grand Junction, Colo.	55,800
185 183 Jackson, Tenn.	54,000
186 184 Marquette, Mich.	53,400
187 186 Palm Springs, Calif.	52,400
188 188 Tuscaloosa, Ala.	50,500
189 190 St. Joseph, Mo.	50,300
190 189 Cheyenne, Wyo.	49,400
191 191 Lafayette, Ind.	44,700
192 187 Bowling Green, Ky.	43,500
193 195 San Angelo, Tex.	42,700
194 192 Anniston, Ala.	42,300
195 — Hagerstown, Md.	41,300
196 193 Lima, Ohio	40,500
197 196 Harrisonburg, Va.	37,000
198 194 Parkersburg, W.Va.	34,700
199 198 Laredo, Tex.	32,800
200 199 Zanesville, Ohio	30,900
201 200 Presque Isle, Me.	28,800
202 204 Ottumwa, Iowa-Kirksville, Mo.	28,700
203 202 Victoria, Tex.	26,800
204 201 Twin Falls, Idaho	26,200
205 — Flagstaff, Ariz.	25,200
206 203 Bend, Ore.	24,600
207 197 Mankato, Minn.	22,700
208 206 Selma, Ala.	17,100
209 207 North Platte, Neb.	16,000
210 208 Alpena, Mich.	14,700
211 209 Glendive, Mont.	5,000

Changing Hands

PROPOSED

KGMS(AM) Sacramento and KSFM(FM) Woodland, both Calif. ▫ Sold by Kula Broadcasting Corp. to Duffy Broadcasting for $10 million. **Seller** is principally owned by Alexander J. Krisik, president; Theodore J. Wolf; A. Judson Sturtevant, and H.W. Dustin. They recently sold KFAX(AM) San Francisco ("Changing Hands," April 23,) and now have no other broadcast interests. **Buyer** is owned by Robert J. Duffy, who is president of Christal Radio, national radio sales rep firm. It also owns KCNR-AM-FM Portland, Ore.; KMJI(FM) [formerly KLIJ-FM] Denver ("Changing Hands," April 30) and KRZN(AM) Englewood, Colo. KGMS is on 1380 khz full time with 5 kw. KSFM is on 102.5 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: R.C. Crisler & Co.*

WHLI(AM)-WKJY(FM) Hempstead, N.Y. ▫ Sold by Williams Broadcasting Corp. to Long Island Broadcasting Inc. for $5 million cash plus a $200,000 noncompete agreement. **Seller** is principally owned by Robert L. Williams (69.5%) and C.J. Lawrence, New York investment banking firm (26.1%). Williams is also president of LWB Corp., which owns WLAG(AM)-WJYA(FM) LaGrange, Ga.; WKAP(AM) Whitehall, Pa., and WYJA(AM) Marietta, Ga. Station was originally sold to Metrocomco ("Changing Hands," April 16) for $5,275,000, but deal fell through. **Buyer** is owned by Albert J. Kaneb, who recently purchased WSLR(AM)-WKDD(FM) Akron, Ohio ("Changing Hands," June 18). He is also member of board of Cornell University, which owns KCHU-AM-FM Ithaca, N.Y. WHLI is daytimer on 1100 khz with 10 kw. WKJY is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Holt Corp.*

KPTL(AM)-KKBC(FM) Carson City, Nev. ▫ Sold by Woodward Communications Inc. to Constant Broadcasting Co. for $2.1 million. **Seller** is Dubuque, Iowa-based publisher and station group of four AM's and four FM's headed by F.R. Woodward, chairman, and Bill Woodward, president. It publishes Dubuque *Telegraph Herald* and six other newspapers. **Buyer** is Lake Oswego, N.Y.-based station group of two AM's and two FM's owned by Frederic W. Constant. KPTL is on 1300 khz with 5 kw day and 500 w night. KKBC is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain.

WFLB(AM) Fayetteville and WRHI(AM) Rock Hill, both N.C. ▫ Sold by Gray Broadcast En-

Greater Media Inc.

has acquired

WWRC (AM)
Washington, D.C.

from

NBC

for

$3,600,000

We are pleased to have served as broker in this transaction.

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9/24/84

change HAAT to 328 ft. App. Sept. 14.

■ KYFM (100.1 mhz) Bartlesville, Okla.—Seeks CP to change TL; change ERP to .95 mhz, and change HAAT to 493 ft. App. Sept. 10.

■ KICE (100.7 mhz) Bend, Ore.—Seeks CP to change ERP to 100 kw and change HAAT to 598.5 ft. App. Sept. 12.

■ KJSN (92.5 mhz) Klamath Falls, Ore.—Seeks CP to change TL; change HAAT to 2,188 ft., and change ERP to 30 kw. App. Sept. 12.

■ KIJK (95.1 mhz) Prineville, Ore.—Seeks CP to change HAAT to 478 ft. App. Sept. 12.

■ WMGK (102.9 mhz) Philadelphia—Seeks CP to change ERP to 8.5 kw. App. Sept. 18.

■ WYAK-FM (103.1 mhz) Surfside Beach, S.C.—Seeks CP to change HAAT to 328 ft. App. Sept. 18.

■ WZLT (99.3 mhz) Lexington, Tenn.—Seeks CP to change TL and change HAAT to 275 ft. App. Sept. 18.

■ KDNT-FM (94.5 mhz) Gainesville, Tex.—Seeks CP to change TL and change HAAT to 1,111 ft. App. Sept. 12.

■ KGKL-FM (97.5 mhz) San Angelo, Tex.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 411.312 ft. App. Sept. 14.

■ KTLT (102.7 mhz) Wichita Falls, Tex.—Seeks CP to change TL; change ERP to 1.8 kw, and change HAAT to 423.12 ft. App. Sept. 11.

■ *KUER-FM (90.1 mhz) Salt Lake City—Seeks CP to install new tower with new ant. and low power standby ant. App. Sept. 12.

■ KBHV (106.3 mhz) Spanish Fork, Utah—Seeks CP to change TL; change ERP to 7.08 kw, and change HAAT to 2,758.48 ft. App. Sept. 18.

■ KLYK (105.5 mhz) Longview, Wash.—Seeks CP to change ERP to .316 kw. App. Sept. 10.

■ KIOK (94.9 mhz) Richland, Wash.—Seeks CP to make changes in ant. sys. App. Sept. 10.

■ KZOK-FM (102.5 mhz) Seattle—Seeks CP to change HAAT to 1,194 ft. App. Sept. 10.

■ *KVTI (90.9 mhz) Tacoma, Wash.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 701 ft, and install DA. App. Sept. 12.

TV's

Accepted

■ WSLA (ch. 8) Selma, Ala.—Seeks MP to change HAAT to 1,693 ft and change ant. App. Sept. 18.

■ WTXL (ch. 27) Tallahassee, Fla.—Seeks CP to change ERP to vis. 1,184.7 kw, aur. 118.46 kw; change HAAT to 864.4 ft., and change to non-DA. App. Sept. 12.

■ WIMM-TV (ch. 8) Iron Mountain, Mich.—Seeks MP to change HAAT to 655 ft and change TL. App. Sept. 12.

■ KFWY-TV (ch. 10) Riverton, Wyo.—Seeks MP to change ERP to vis. 185 kw, aur. 37 kw; change HAAT to 1,725 ft., and change ant. App. Sept. 17.

■ WOLF-TV (ch. 38) Scranton, Pa.—Seeks MP to change ERP to vis. 3,800 kw, aur. 370 kw. App. Sept. 13.

Actions

AM's

■ KMLO (1000 khz) Vista, Calif.—Returned app. to change night power to 1 kw and make changes in ant. sys. Action Sept. 4.

■ WONQ (1140 khz) Pine Hills, Fla.—Returned app. to increase power to 2.5 kw; change TL, and make changes in ant. sys. Action Sept. 12.

■ WDUN (550 khz) Gainesville, Ga.—Granted app. to increase night power to 2.5 kw and make changes in ant. sys. Action Sept. 4.

■ KVSV (1190 khz) Beloit, Kan.—Granted app. to make changes in ant. sys. Action Sept. 11.

■ WMSG (1050 khz) Oakland, Md.—Granted app. to increase power to 1 kw. Action Sept. 5.

■ WLLH (1400 khz) Lowell, Mass.—Granted app. to construct new tower; change TL, and make changes in ant. sys. Action Sept. 4.

■ WCAT (700 khz) Orange, Mass.—Granted app. to change power to 2.5 kw. Action Sept. 12.

■ KASM (1150 khz) Albany, Minn.—Granted app. to increase power to 2.5 kw. Action Sept. 4.

■ KOGA (930 khz) Ogallala, Neb.—Granted app. to increase day power to 2.5 kw and install DA-2. Action Sept. 11.

■ WAUB (1590 khz) Auburn, N.Y.—Granted app. to add night service with 1 kw and install DA-2. Action Sept. 4.

■ WTYN (1160 khz) Tryon, N.C.—Granted app. to operate by remote control from main SL. Action Sept. 4.

■ WMNI (920 khz) Columbus, Ohio—Granted app. to change SL to 1460 Dublin Rd., Marble Cliff, Ohio. Action Aug. 31.

■ WXPX (1300 khz) West Hazelton, Pa.—Granted app. to add night service with 500 w; install DA-2, and make changes in ant. sys. Action Sept. 5.

■ KTBB (600 khz) Tyler, Tex.—Granted app. to make changes in ant. sys. Action Sept. 5.

FM's

■ KKJJ (103.9 mhz) Payson, Ariz.—Granted app. to change TL; change ERP to 1.6 kw, and change HAAT to 393 ft. Action Sept. 5.

■ WHHY-FM (101.9 mhz) Montgomery, Fla.—Granted app. to correct coordinates. Action Aug. 29.

■ KHLS (96.3 mhz) Blytheville, Ariz.—Granted app. to change freq. to 96.3 mhz; change ERP to 100 kw, and change HAAT to 445 ft. Action Aug. 29.

■ KCHV (93.7 mhz) Coachella, Calif.—Granted app. to change TL; change ERP to 26.5 kw; change HAAT to 640 ft., and make changes in ant. sys. Action Aug. 28.

■ KKGO (105.1 mhz) Los Angeles—Granted app. to change ERP to 17.6 kw and change HAAT to 2,604 ft. Action Sept. 10.

■ *KSPB (91.5 mhz) Pebble Beach, Calif.—Granted app. to change HAAT to 485 ft. Action Sept. 11.

■ WEBE (107.9 mhz) Westport, Conn.—Granted app. to change TL and change HAAT to 383 ft. Action Sept. 10.

■ WCRJ-FM (107.3 mhz) Jacksonville, Fla.—Returned app. to change TL; change ERP to 70 kw, and change HAAT to 918 ft. Action Aug. 31.

■ WHOO-FM (96.5 mhz) Orlando, Fla.—Granted app. to change TL; change HAAT to 1,563 ft, and make changes in ant. sys. Action Aug. 28.

■ WBBK-FM (93.5 mhz) Blakely, Ga.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 12.

■ KOKU (100.3 mhz) Agana, Guam—Granted app. to change ERP to 5 kw and change HAAT to 850 ft. Action

Summary of broadcasting as of July 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,750	170	4,920
Commercial FM	3,618	418	4,036
Educational FM	1,153	173	1,326
Total Radio	9,521	761	10,231
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,181	273	1,454
VHF LPTV	197	74	271
UHF LPTV	93	136	229
Total LPTV	290	210	500
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

HIGHSMITH BROADCASTING COMPANY

has acquired

KLHT-AM/KZZU-FM

(Formerly KREM-FM)

Spokane, Washington

from King Broadcasting Company

For $1,200,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations

Kalil & Co., Inc.

3438 North Country Club • Tucson, Arizona 85716 (602) 795-1050